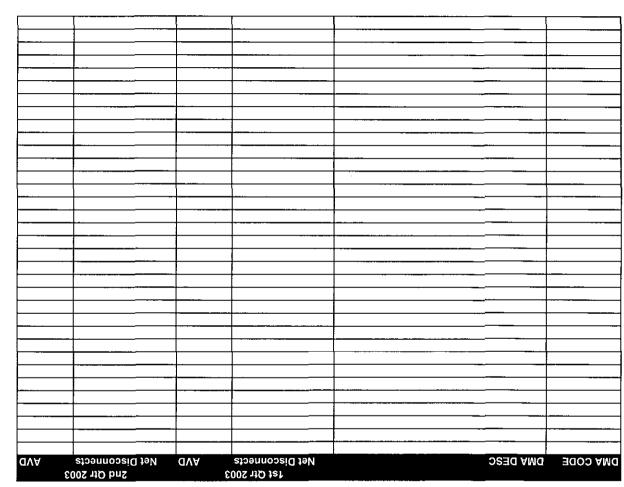
Schedule III.1.l(i) Quarterly Active Viewer Disconnect (AVD) Rate by DMA Total DIRECTV and NRTC Subscribers

DMA CODE D	MA DESC	1st Qtr 200: Net Disconnects	2 AVD	2nd Qtr 200 Net Disconnects)2 AVD	3rd Qtr 200 Net Disconnects)2 AVD	4th Qtr 200 Net Disconnects)2 AVD
DIVIA CODE L	JWIA DESC	Net Disconnects	AVD	Net Disconnects	AVD	Net Disconnects	AVD	Net Disconnects	AVD
			· ·						
				··		<u> </u>			
-									
						_			
				_					
						.			
						- · ·			

Schedule III.1.(i) Quarterly Active Viewer Disconnect (AVD) Rate by DMA Total DIRECTV and NRTC Subscribers



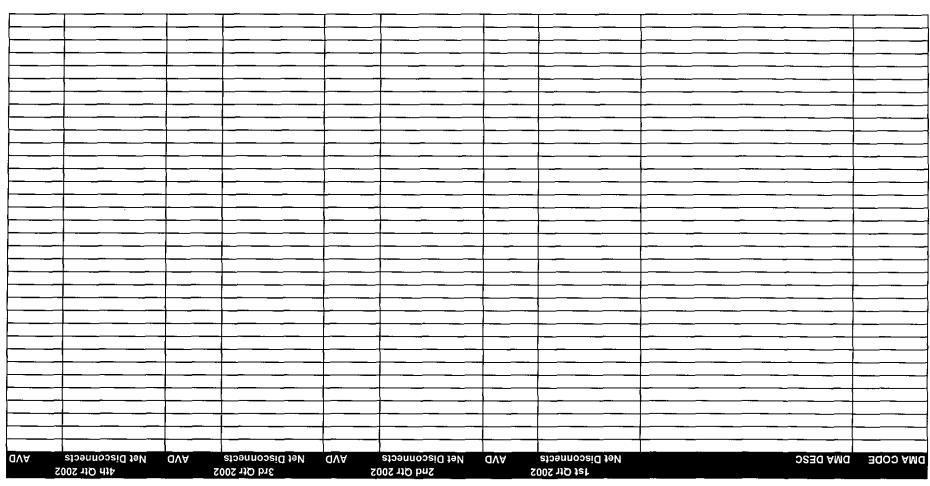
Schedule III.1.(ii) Quarterly Active Viewer Disconnect (AVD) Rate by DMA Total DIRECTV and NRTC Subscribers

Page 3 of 21

Schedule III.1.l(i) Quarterly Active Viewer Disconnect (AVD) Rate by DMA Total DIRECTV and NRTC Subscribers

DMA CODE	DMA DESC	1st Qtr 200 Net Disconnects	1 AVD	2nd Qtr 200 Net Disconnects	D1 AVD	3rd Qtr 200 Net Disconnects	01 AVD	4th Qtr 200 Net Disconnects	01 AVD
									<u> </u>
				<u></u>					
						•••			
-									 -
									
-	-								

Schedule III.1.i(i) Quarterly Active Viewer Disconnect (AVD) Rate by DMA Total DIRECTV and NRTC Subscribers



Schedule III.1.(i) AMD Active Viewer Disconnect (VA) Rate by DMA Quarterly Active Viewer DIRECT and NRTC Subscribers

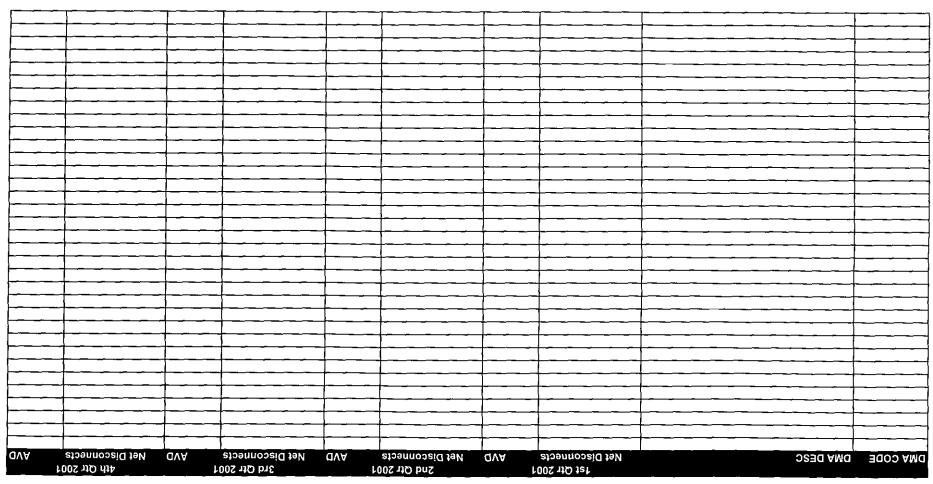
Page 5 of 21

Schedule III.1.I(i) Quarterly Active Viewer Disconnect (AVD) Rate by DMA Total DIRECTV and NRTC Subscribers

DMA CODE	DMA DESC	1st Qtr 2003 Net Disconnects	AVD	2nd Qtr 2003	
		Het Bladelineets	AVD	Net Disconnects	_ A\
					
	 				
					
					_
			 - -		
					
					
					
•					
					
					
			I		
					_
					
		-			
	· · · · · · · · · · · · · · · · · · ·				

FOR PUBLIC INSPECTION

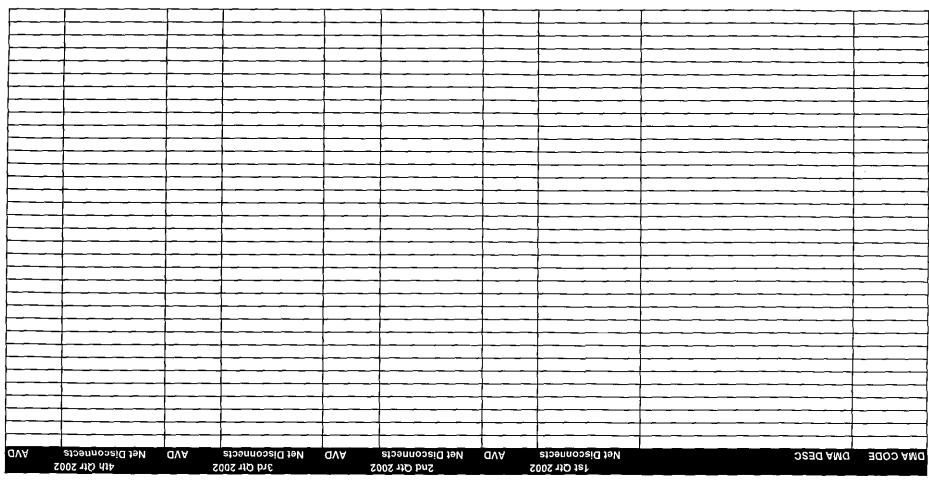
Schedule III.1.(i) Quarterly Active Viewer Disconnect (AVD) Rate by DMA Total DIRECTV and NRTC Subscribers



Schedule III.1.(i) Augustive Viewer Disconnect (AVD) Rate by DMA Austribers Total DIRECTV and NRTC Subscribers

Page 7 of 21

Schedule III.1.I(i) Quarterly Active Viewer Disconnect (AVD) Rate by DMA Total DIRECTV and NRTC Subscribers



Schedule III.1.(i) Augustie Viewer Disconnect (AVA) Rate by DMA Quarterly Active Viewer Disconnect (AVA) and NRTC Subscribers

Page 8 of 21

Schedule III.1.l(i) Quarterly Active Viewer Disconnect (AVD) Rate by DMA Total DIRECTV and NRTC Subscribers

REDACTED -FOR PUBLIC INSPECTION

OMA CODE	DMA DESC	1st Qtr 2003		2nd Qtr 2003	
	DINA DESC	Net Disconnects	AVD	Net Disconnects	A۱
			T		_
			——— -		
_					
					
					
					
					
					
		 			
				 	
		- - - - - - - - 			
7			_ +		

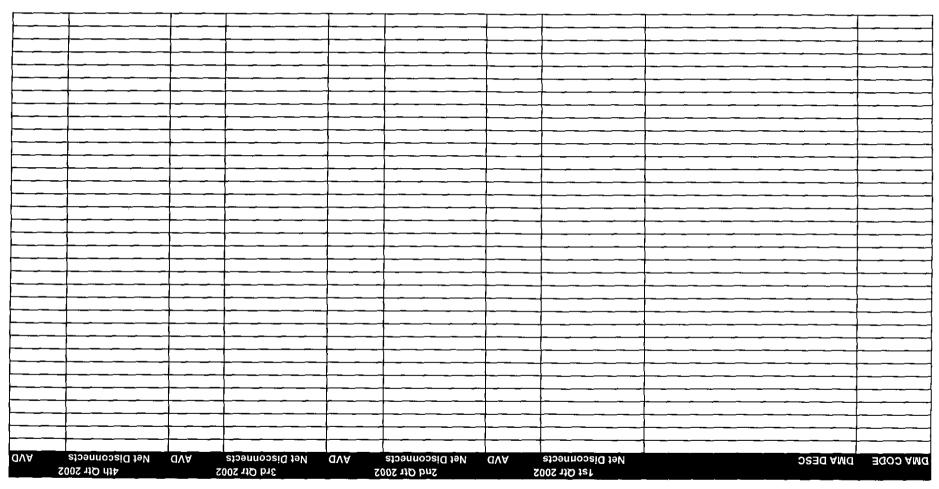
Schedule III.1.l(i) Quarterly Active Viewer Disconnect (AVD) Rate by DMA Total DIRECTV and NRTC Subscribers

REDACTED - FOR PUBLIC INSPECTION

DATA CODE DATA DECO	1st Qtr 2001		2nd Qtr 2001		3rd Qtr 2001		4th Qtr 200	1
DMA CODE DMA DESC	Net Disconnects	AVD	Net Disconnects	AVD	Net Disconnects	DVA	Net Disconnects]VA
								
								
								
							 +	
						 		
								
							 +	
								
				 }				
								
							 +	
						 +		
								
						+		
				 				
								
		_ _						
								
						 		

POR PUBLIC INSPECTION

Schedule III.1.(i) Quarterly Active Viewer Disconnect (AVD) Rate by DMA Total DIRECTV and NRTC Subscribers



Schedule III.1.(i) Quarterly Active Viewer Disconnect (AVD) Rate by DMA Quarterly Active Viewer Disconnect (AVD) Rate by DMRECTV and NRTC Subscribers

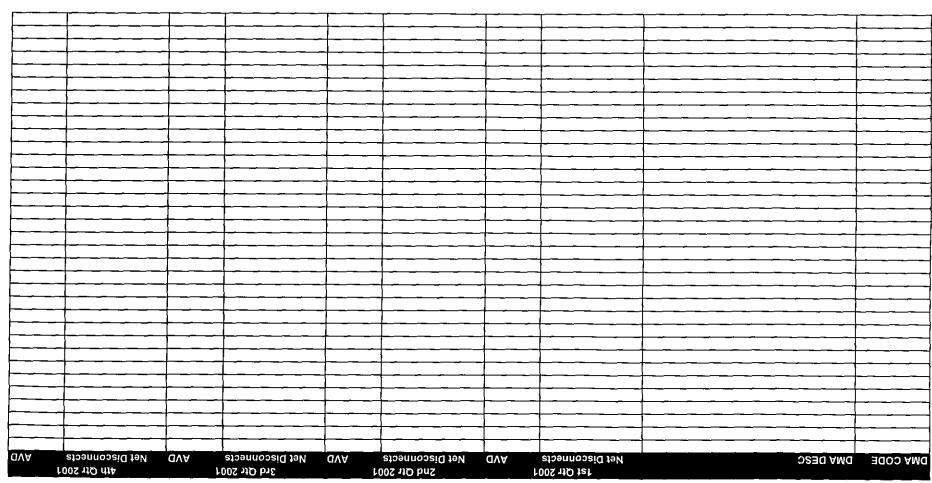
Page 11 of 21

Schedule III.1.I(i) Quarterly Active Viewer Disconnect (AVD) Rate by DMA Total DIRECTV and NRTC Subscribers

REDACTED -FOR PUBLIC INSPECTION

OMA CODE	DMA DESC	1st Qtr 2003		2nd Qtr 2003
		Net Disconnects	AVD	Net Disconnects
_				
	<u> </u>			
	-			
				
	<u> </u>			
				
				
			-	
<u> </u>				
<u> </u>			- -	
	-			
		 		
_				
				
		 		

Schedule III.1.I(i) Quarterly Active Viewer Disconnect (AVD) Rate by DMA Total DIRECTV and NRTC Subscribers



Schedule III.1.(i) Guarterly Active Viewer Disconnect (AVA) Rate by DMA Total DIRECTV and NRTC Subscribers

Page 13 of 21

Schedule III.1.I(i)
Quarterly Active Viewer Disconnect (AVD) Rate by DMA
Total DIRECTV and NRTC Subscribers

DIMA CODE	OMA DESC	1st Qtr 200			unscribera	i			
		Net Disconnects	AVD	And Ott 2002 Net Disconnects	AVD	3rd Qtr 2002 Net Disconnects	2 AVD	4th Qtr 2002 Net Disconnects	
							П		AVD
			+						
			_						
					†				
			_						
					+				
			_				_		
-									
-					+		-		T
\vdash			_		+				
				-	+				T
					-		-		
-				-	+				
\vdash									
-								-	T
								-	
Н									
Н									Γ
$\vdash \mid$					-				
+									
\dashv							+		
			_		-				

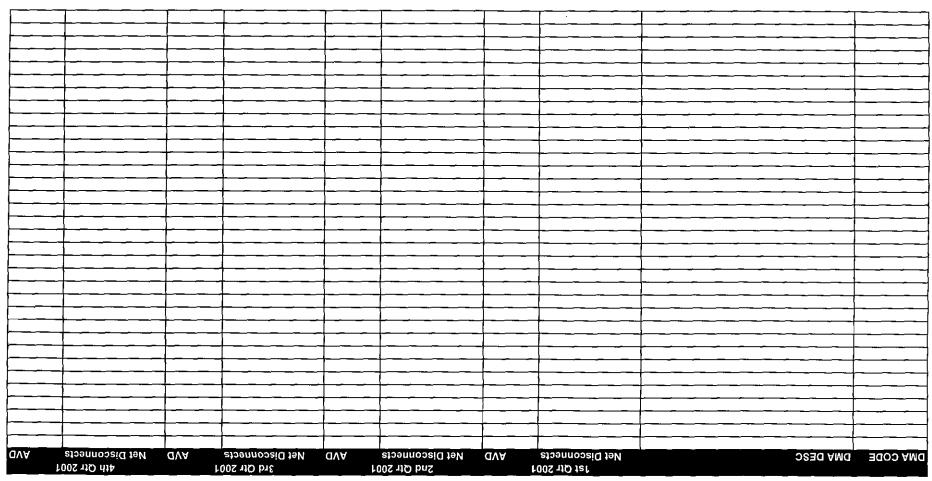
Page 14 of 21

Schedule III.1.(i)
Quarterly Active Viewer Disconnect (AVD) Rate by DMA
Total DIRECTV and NRTC Subscribers

Schedule III.1.l(i) Quarterly Active Viewer Disconnect (AVD) Rate by DMA Total DIRECTV and NRTC Subscribers

DMA CODE	DMA DESC	1st Qtr 200 Net Disconnects	3 AVD	2nd Qtr 200 Net Disconnects	J3 AVD
					
					
			}		
<u> </u>			 -		
					ļ
			}		
	 				
				 	
ļ	 				
					
	 				
					
-					
}	 				
					

Schedule III.1.(i) Quarterly Active Viewer Disconnect (AVD) Rate by DMA Total DIRECTV and NRTC Subscribers



Schedule III.1.(i) Auarterly Active Viewer Disconnect (AVA) Rate by DMA Quarterly Active Viewer DIRECTA and NATC Subscribers

Page 16 of 21

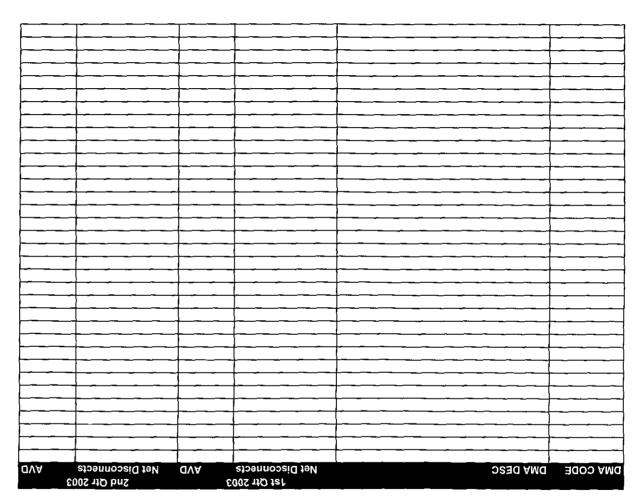
Schedule III.1.I(i) Quarterly Active Viewer Disconnect (AVD) Rate by DMA Total DIRECTV and NRTC Subscribers

REDACTED - FOR PUBLIC INSPECTION

DMA CODE	DMA DESC	1st Qtr 200 Net Disconnects	2 AVD	2nd Qtr 20 Net Disconnects	02 AVD	3rd Qtr 20 Net Disconnects	02 AVD	4th Qtr 20 Net Disconnects	02 S AVE
							1		
ļ					ļ. <u> </u>				
		<u> </u>				 	ļ		
							 	<u> </u>	}
				<u> </u>	 	 	 	 	
					 	 	-		+
							 	<u> </u>	
					 		 		
							 		
						<u> </u>		 	
									1
			<u>'</u>		<u></u>				
					<u> </u>				
							<u> </u>		
							ļI		
	 		-		ļ	<u> </u>	}	<u> </u>	<u> </u>
						 			<u> </u>
					 _	<u> </u>			
						<u> </u>	 		
							 		ļ
					-		 		
							 		
							 		
							 		
									
			[
	<u> </u>								

FOR PUBLIC INSPECTION

Schedule III.1.(i)
Quarterly Active Viewer Disconnect (AVD) Rate by DMA
Total DIRECTV and NRTC Subscribers



Schedule III.1.(i) Quarterly Active Viewer Disconnect (AVD) Rate by DMA Darterly Active Viewer DiRECTV and NRTC Subscribers

Page 18 of 21

Schedule III.1.I(i) Quarterly Active Viewer Disconnect (AVD) Rate by DMA Total DIRECTV and NRTC Subscribers

REDACTED -FOR PUBLIC INSPECTION

		1st Qtr 2001		2nd Qtr 200	1	3rd Qtr 2001		4th Qtr 2001	
DMA CODE	DMA DESC	Net Disconnects	AVD	Net Disconnects	AVD	Net Disconnects	AVD	Net Disconnects	
	 								
<u> </u>	<u> </u>								
	 			 					
TOTAL									

TOTAL

Schedule III.1.I(i)
Quarterly Active Viewer Disconnect (AVD) Rate by DMA
Total DIRECTV and NRTC Subscribers

	Ath Qtr 2002	
,	3rd Qtr 2002 AVD Net Disconnects AVD	
	2nd Qtr 2002 AVD Net Disconnects AVD	
	1st Qtr 2002 Net Disconnects AVD	
	A CODE DMA DESC	
	DMA CODE	TOTAL

Page 20 of 21

Schedule III.1.(i)
Quarterly Active Viewer Disconnect (AVD) Rate by DMA
Total DIRECTV and NRTC Subscribers

Schedule III.1.I(i) Quarterly Active Viewer Disconnect (AVD) Rate by DMA Total DIRECTV and NRTC Subscribers

		1st Otr 2003		2nd Qtr 2003	
DMA CODE	DMA DESC	 Net Disconnects	AVD	Net Disconnects	AVD
ļ		 			
}		 			
ļ		 			
		 			
	 	 +			
	 	 			
TOTAL		 			

TOTAL

Schedule III.1.I(ii) Subscriber Churn Rate & Number of Subscribers Lost

DIFFERENCE BETWEEN "CHURN" AND "ACTIVE VIEWER DISCONNECT" (AVD) RATE

Description	Churn	AVD
	[REDACTED]	

Schedule III.1.I(iii)
DirecTV Switching Analysis

DirecTV Switching Analysis [REDACTED] January 2000 - January 2002

	 _
Jan-02	
VID 10	
Janoj Feb-ol Maroj Apr-ol Mayoj, Janoj Jadoj Sep-oj Osagi allogoji, Despi	
Octo	
Sep-01	
Jul-01	
May-01 Jun-01	
Apr-01	
Mar-01	
Feb-0	
Jen-01	Ц
E 8	
Nov-00	
Oct-00	
Aug-00	
Jul -00	
Jun-00	
May-00	
Apr-00	
4sr-60 ,	
¥ 00-₩	
Jan-00 Feb-00 Mar-00 Apr-00 May-00 Jan-00 Jan-00 Aug-00 Oct-00 Nov-00	
Pi Ja	H
Competitor	L.,_

Source: Notes: Schedule III.1.(iii) DirecTV Switching Analysis

DirecTV Switching Analysis (Voluntary & Involuntary Disconnects) January 2000 - January 2002

7m 20 22	
IQ QL	
io ad	
10-you	
Oct-01	
[0-day	
10-11-	
[10-m	
ال السية	
M-01	
ar-0[A	
P-01	
m-01. Fe	
00, CL	
LA OO-M	
90-E	
00-8	
1-00-i	
00-a	
9-00 Ju	
r-00	
r-00 V	
. M.	
n-00 Fe	
_=	_
Omportion	

Page 2 of 2